

CAHIER D'IDÉES

TÉLÉCOM PARIS TECH

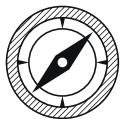
PAR COLLECTIF BAM



16/03/18

V01





SOMMAIRE

CHARTE GRAPHIQUE -----4

MOODBOARD -----5

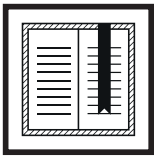
INTENTIONS -----6

MOODBOARD 1 -----7

INTENTION 1 -----8

MOODBOARD 2 -----15

INTENTION 2 -----16



CHARTE GRAPHIQUE



MOODBOARD

TYPOGRAPHIES

LATO BLACK ITALIC

LATO BLACK

LATO BOLD ITALIC

LATO BOLD

LATO ITALIC

LATO REGULAR

LATO LIGHT ITALIC

LATO LIGHT

LATO HAIRLIGNE ITALIC

LATO HAIRLIGNE

CONSOLA REGULAR

CONSOLA ITALIC

CONSOLA BOLD

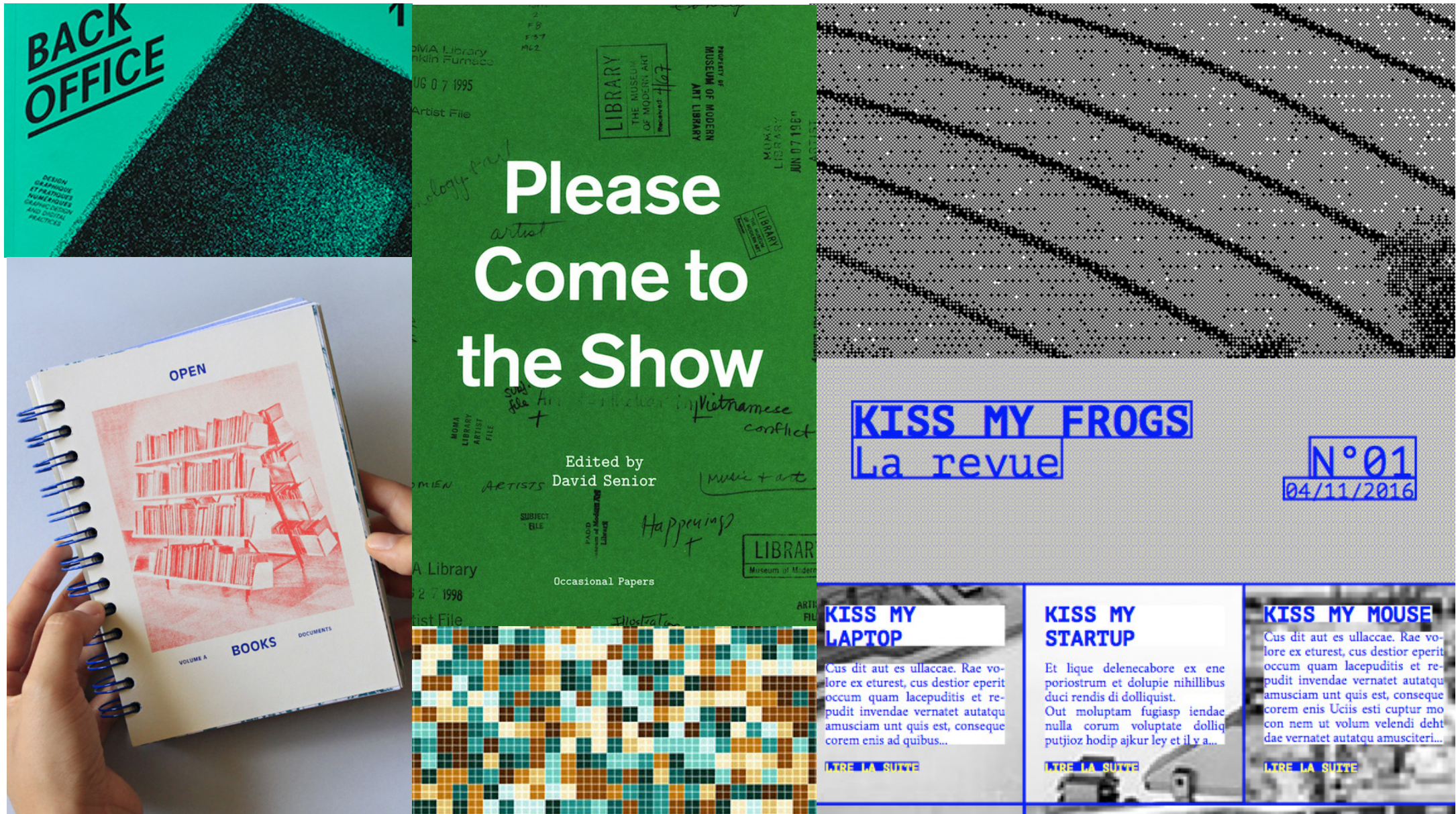
CONSOLA BOLD ITALIC

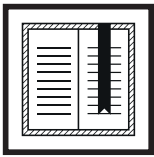
COULEURS



C : 16 R : 194
M : 100 V : 13
J : 53 B : 74
N : 7







	INTENTIONS
	MOODBOARD 1
	INTENTION 1
	MOODBOARD 2
	INTENTION 2

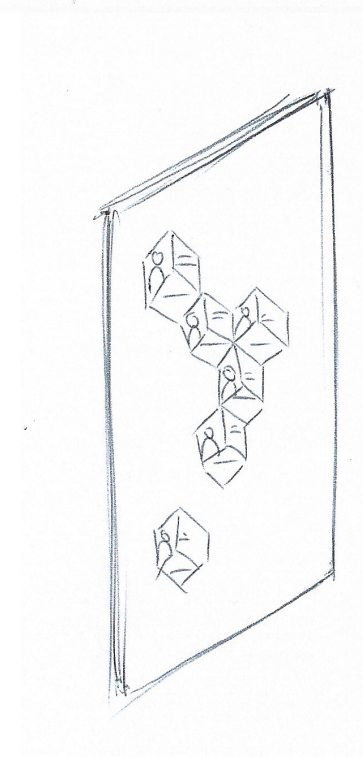
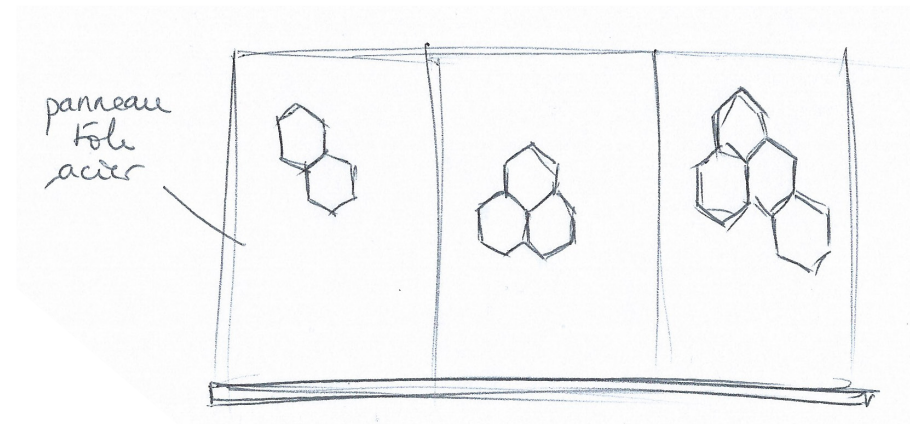


INTENTIONS

INTENTION 1

DÉCLINAISON 1

FORMALISATION



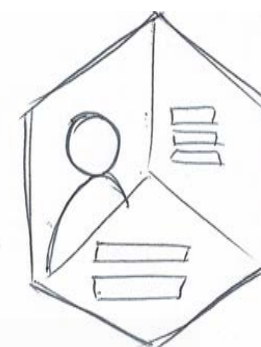
	INTENTIONS	INTENTION 1
	DÉCLINAISON 1	FORMALISATION

SURFACE HEXAGONALE AIMANTÉE

image couleur

image bitmap

zone Velleda
inscriptible

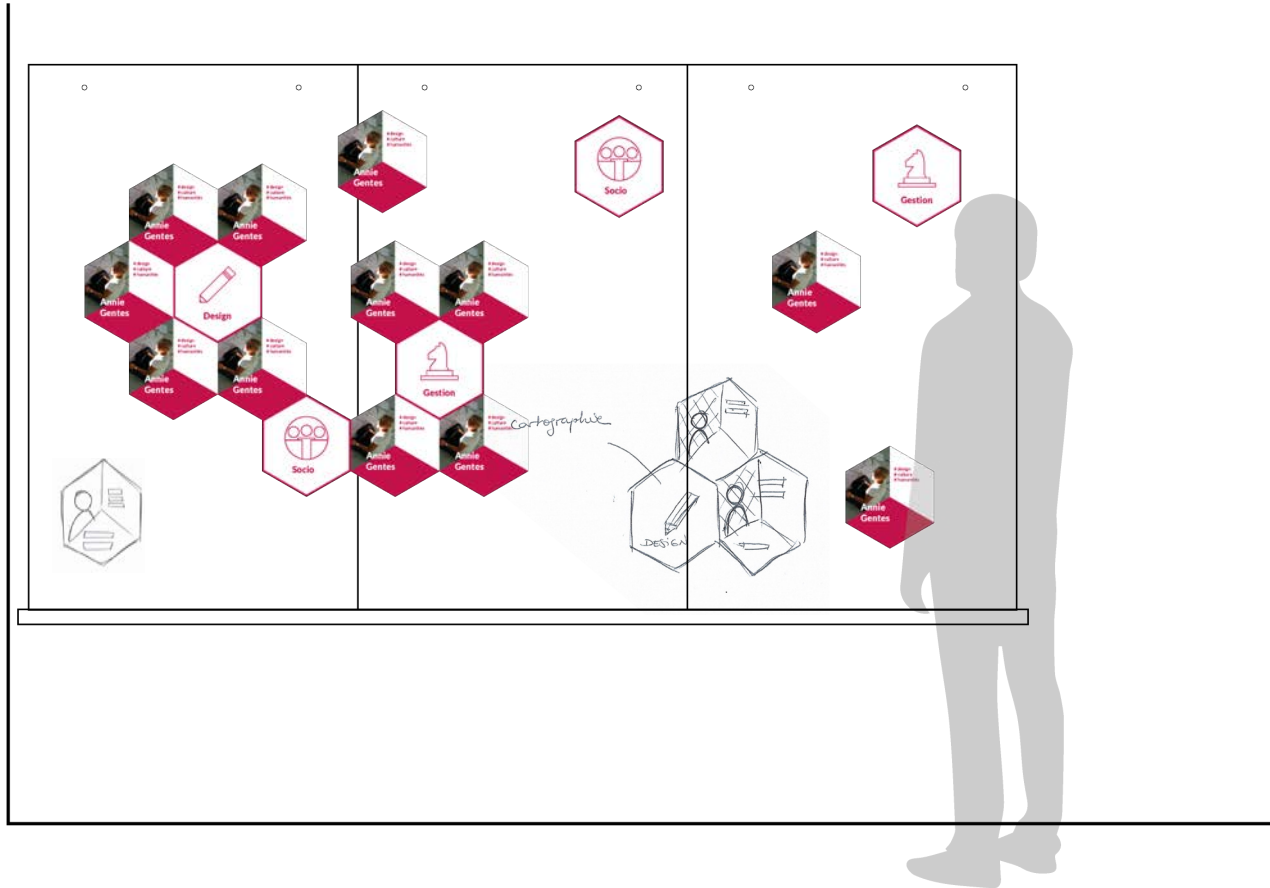


INTENTIONS

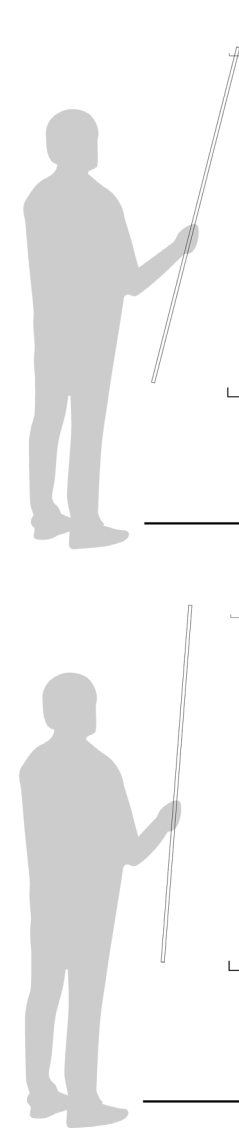
INTENTION 1

DÉCLINAISON 1

MISE EN SITUATION



vue de face



vue de côté

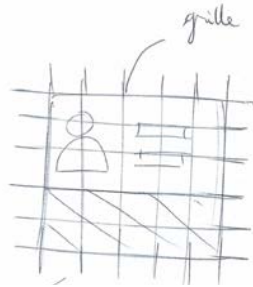
INTENTIONS

INTENTION 1

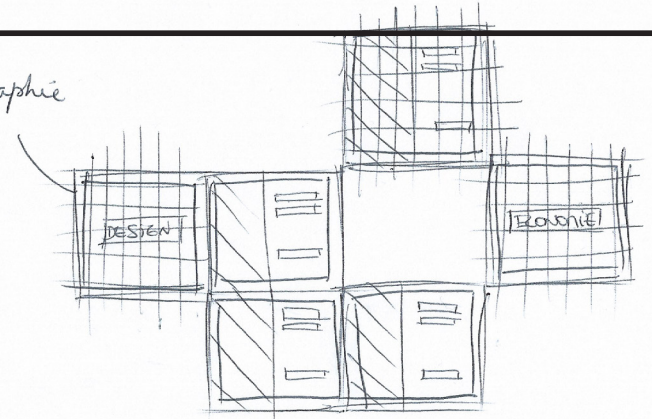
DÉCLINAISON 2

FORMALISATION

surfaces
aimantées



cartographie



ECONOMIE

DESIGN

surface
acier.

photo effet bitmap



rébord
pour matériel

INTENTIONS

INTENTION 1

DÉCLINAISON 2

FORMALISATION

SURFACE CARÉE AIMANTÉE

surface
imprimée



grille

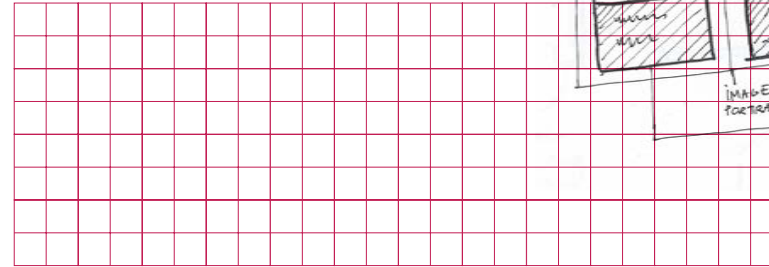
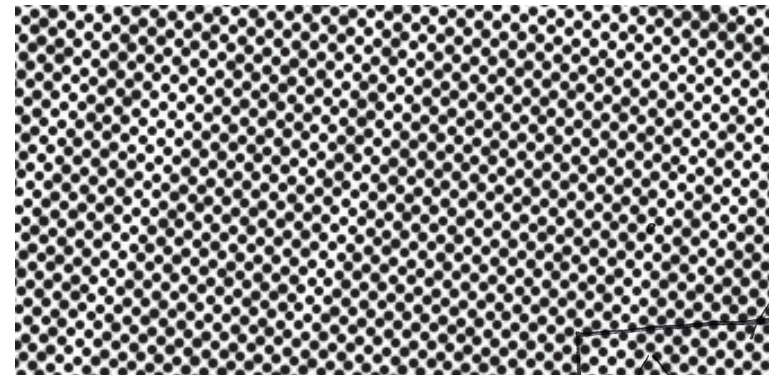
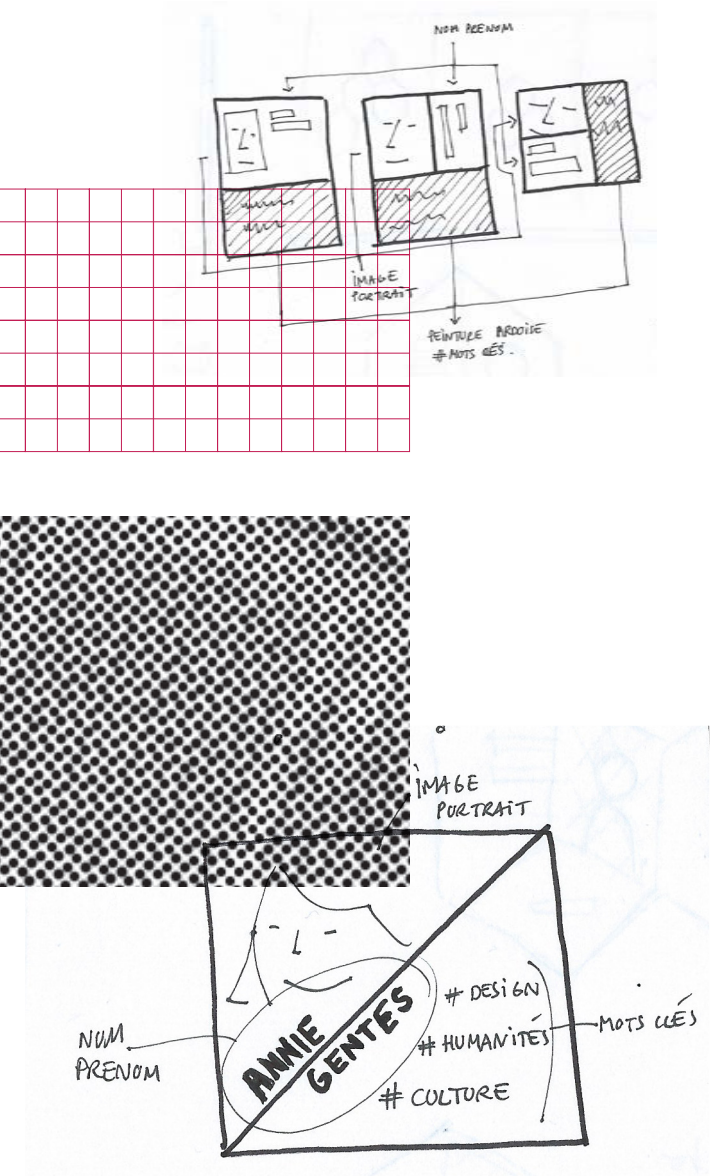


image bitmap



surface Velleda
inscriptible

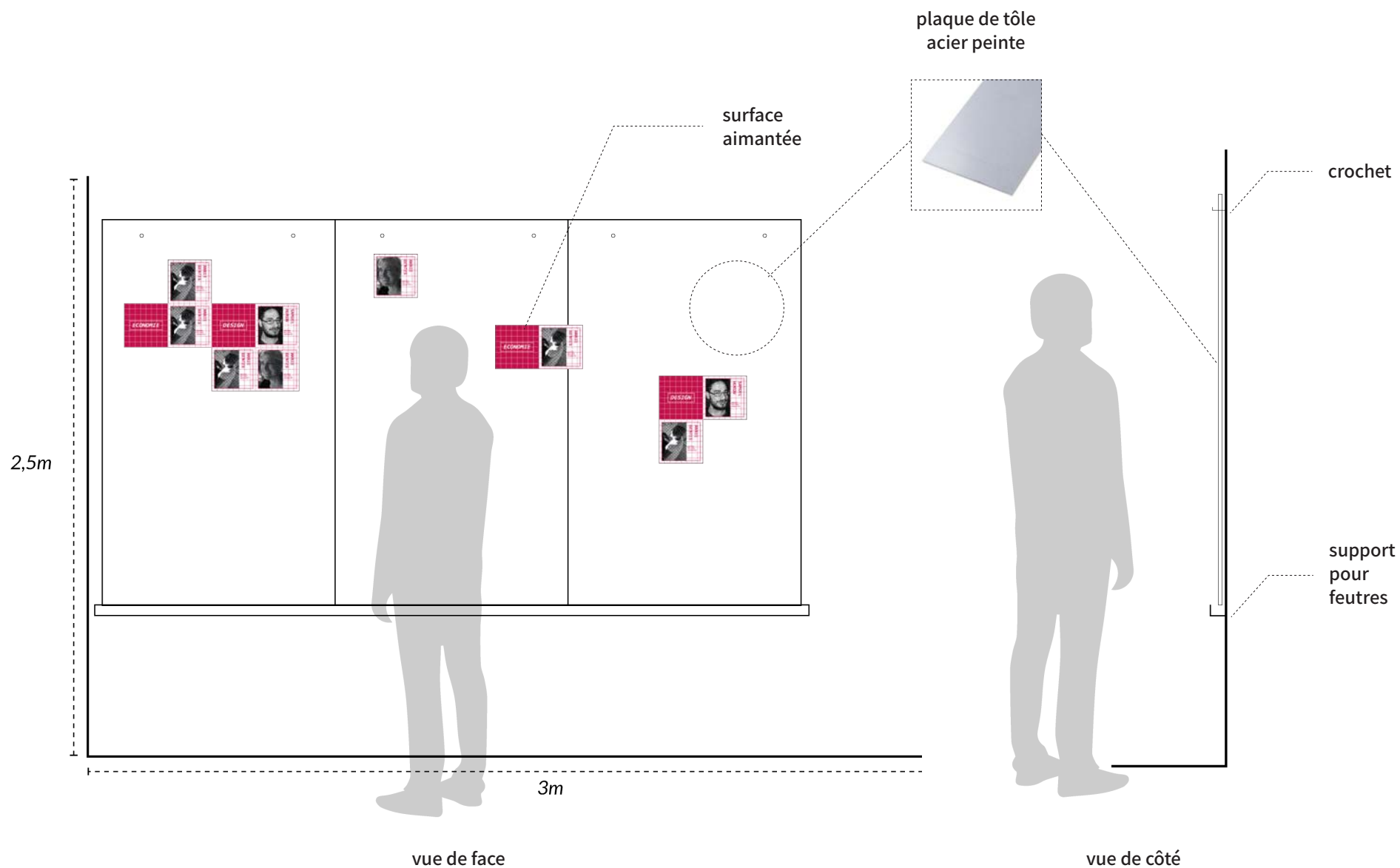


INTENTIONS

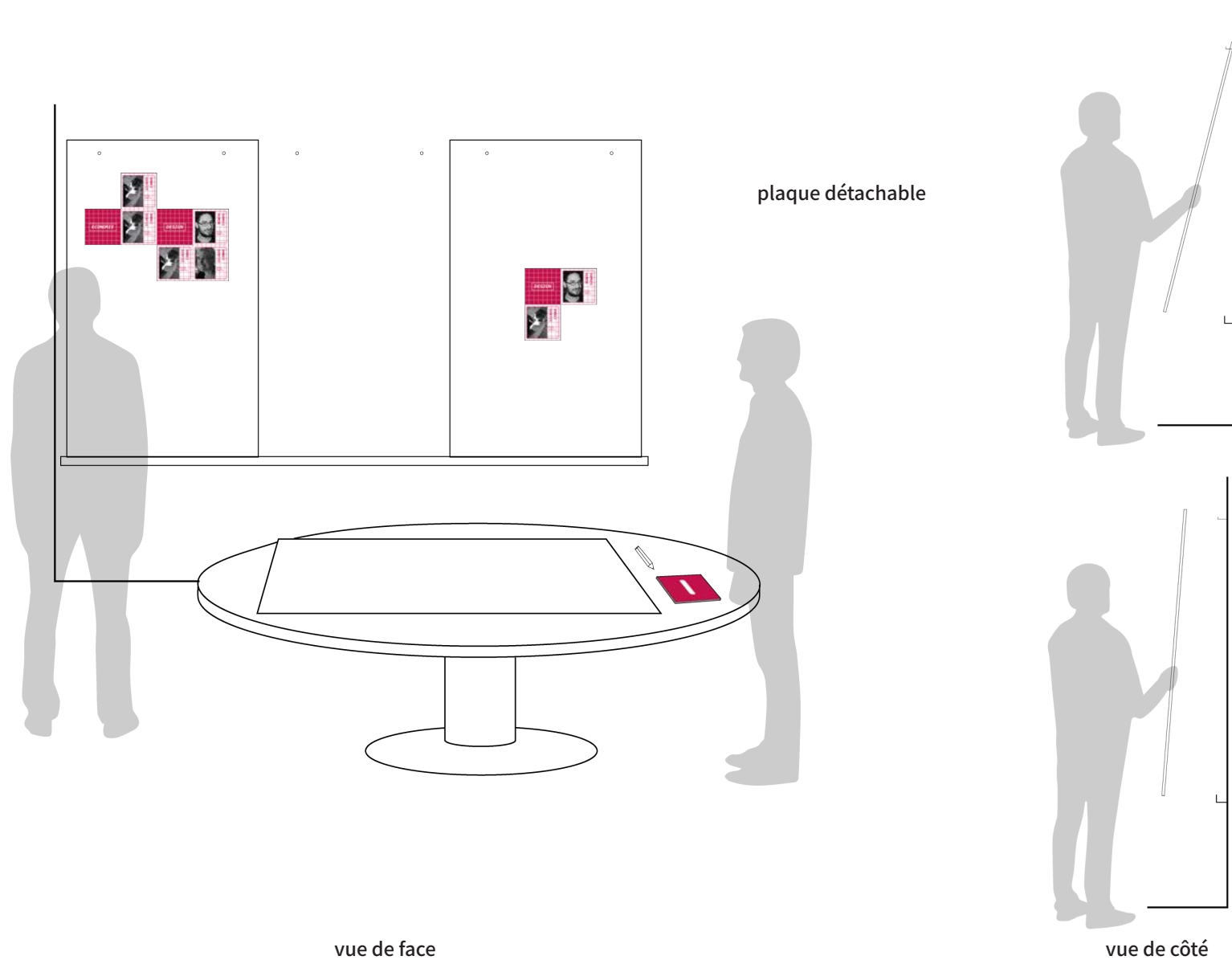
INTENTION 1

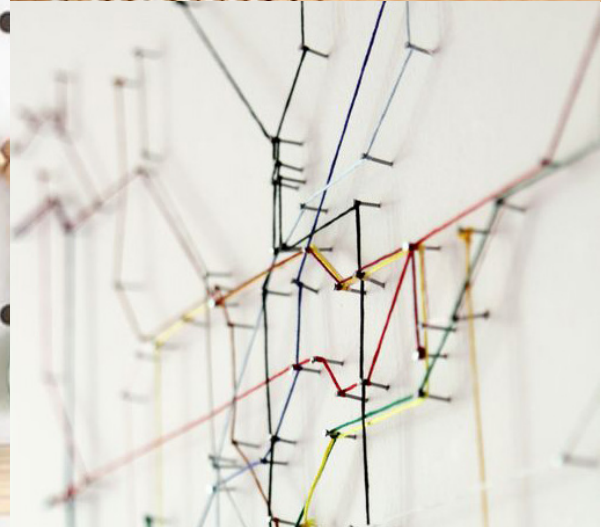
DÉCLINAISON 2

FORMALISATION

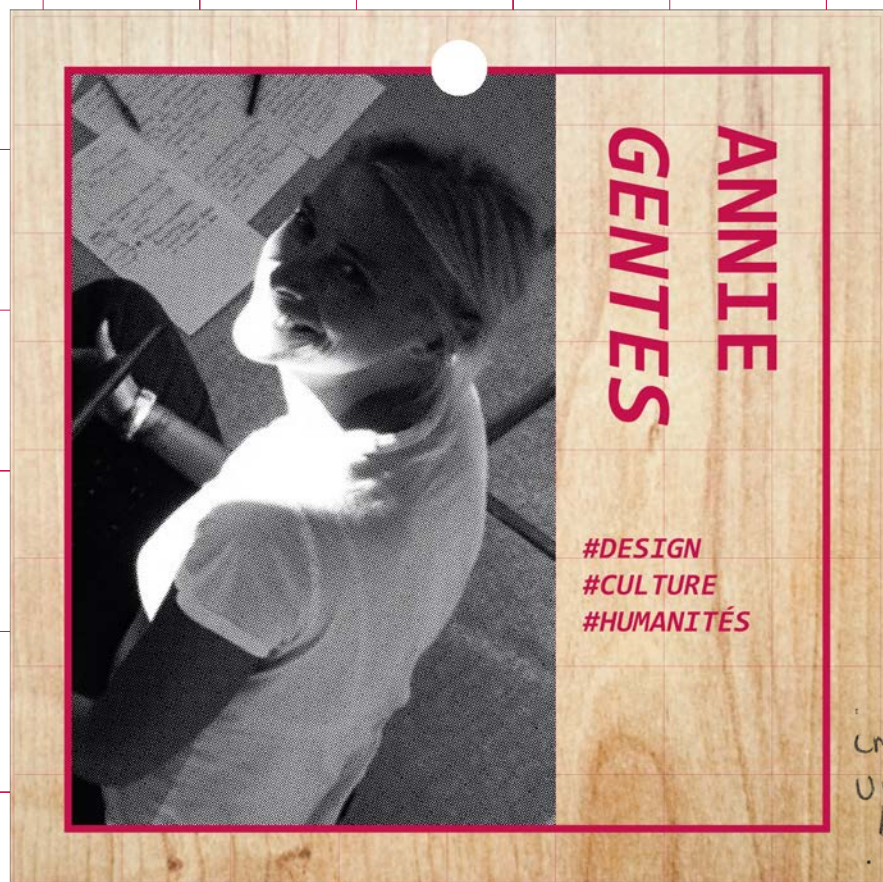


	INTENTIONS	INTENTION 1
	DÉCLINAISON 2	FORMALISATION



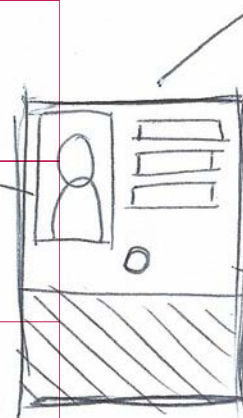


SURFACE IMPRESSION UV SUR BOIS



impression
UV sur
bois

petite planche
en bois



peinture
ardoise
inscriptible

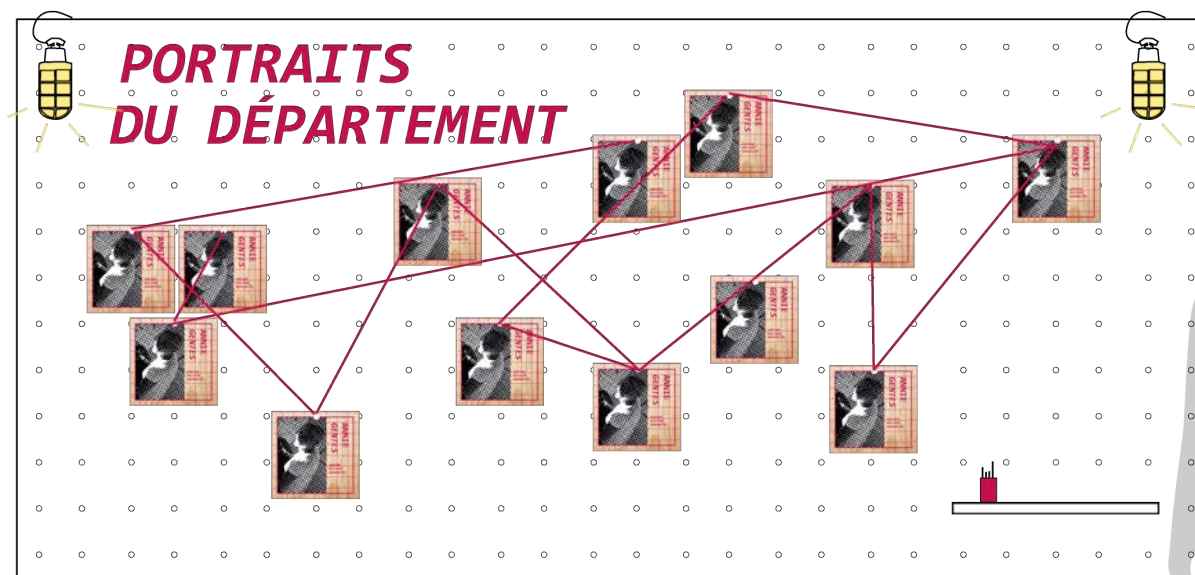
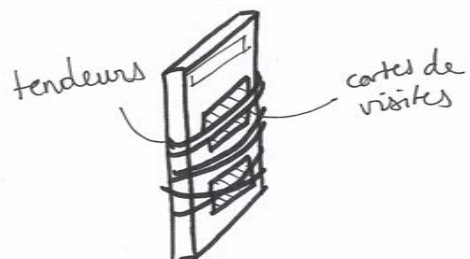
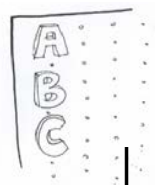
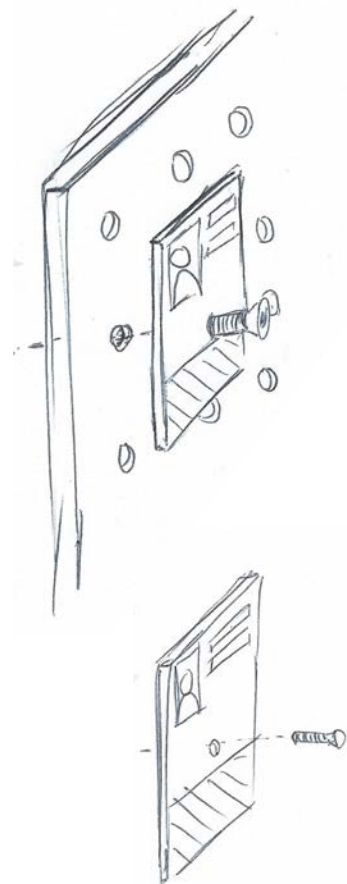


INTENTIONS

INTENTION 2

DÉCLINAISON 1

FORMALISATION



INTENTIONS

DÉCLINAISON 1

INTENTION 2

FORMALISATION



plaque
perforée

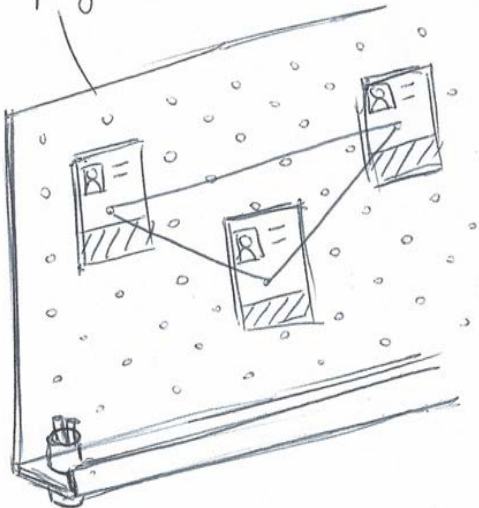


photo
bitmap

